

New Order

Agency:	Crossroads Media LLC
Office:	Alexandria
Client:	12 - CrossroadsGPS
Product:	11 - Crossroads GPS
Piggyback Product:	
Estimate:	594 - GPS VA FLIGHT B TV 60'S 5.23-5.29.12

Station:	WJLA-TV
Order Type:	Normal
Cancel Date:	
Billing Cycle:	Monthly
Billing Calendar:	Broadcast
Received in ePort:	5/17/2012 5:39:05 PM

Flight Start: 05/23/2012
Flight End: 05/29/2012
Hiatus:

Primary Demo:	A35+
Demo 2:	
Demo 3:	
GRP:	24.30

Local/National:	Local
Rep Office:	WJLA-TV
AE:	Barbara Monares
Phone:	
OrderID:	2135011
Status:	New

Airtime Dollars:	\$37,400.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$37,400.00
Total Spots:	7

CPP: \$1,539.09
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27	5/28	5/29	Totals for Entire Flight		
													Spots	Rtg	CPP
1	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$3,200.00	C	60	0	1	0	0	0	1	0	2	2.90	\$1,103.45
LPMay/2011LP (pav)															
2	WThFMTu 7:30P-8P JEOPARDY	PA	\$8,000.00	C	60	0	1	0	0	0	1	0	2	5.20	\$1,538.46
LPMay/2011LP (pav)															
3	WThFMTu 11P-11:35P ABC7 NWS AT 11	LN	\$5,000.00	C	60	1	0	1	0	0	0	1	3	2.70	\$1,851.85
LPMay/2011LP (pav)															
Total Spots:						1	2	1	0	0	2	1	7		
Total GRP/GIMP(000):						2.7	8.1	2.7	0.0	0.0	8.1	2.7	24.3		
Cash\$ - Spots: \$37,400.00 - 7 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$37,400.00 Total CPP/CMP: \$1,539.09															